

Registration Form

Early bird good through January 20 only

Name _____

Company _____

Address, city, state, zip _____

E mail _____ phone number _____

Add'l registrants' names so that we may prepare appropriate name tags _____

Registration Form, cont.

Total Enclosed \$ _____

_____ check payable to OWPA/GWSC

___ Visa ___ MC ___ Disc ___ AmEx

Number _____

Exp. Date _____

Signature _____

Today's Date _____

Mail: PO Box 157, Austinburg, OH 44010. Or register for seminars on line: www.OhioWines.org Call 800-227-6972 for additional information.



The Roberts Conference Centre is conveniently located between Columbus and Cincinnati at Exit 50 off I-71 Wilmington, SR 68

When making reservations for the Ohio Grape Wine Short Course, call 800-654-7036 and indicate you are with the 2006 GWSC. You may also register on line. Visit www.RobertsCentre.com, on the left column, click 'Hotel Reservations,' at 'your room is ready,' click here, put in the desired dates and use the 'Group Booking Code' of OWP.

Room rate will be \$85+ tax per night.

The thirty fourth annual OGWSC is sponsored and coordinated by:
The Ohio State University
The Ohio Grape Industries Committee
The Ohio Wine Producers Association

The Ohio Grape Wine Short Course 2006

February 12-14

Plus special Marketing and Compliance Workshops on February 11

Holiday Inn & Roberts Conference Centre, Wilmington, Ohio
I-71 and SR 68 123 Gano Rd.
800-654-7036



Early Bird	Standard	# Persons	Cost
1st attendee			
\$165	\$185		
Add attendee[s]			
\$140	\$165		
Saturday Spec.	Marketing		
\$75	\$85		
Saturday Winery	Dinner		
\$35	\$45		
Sun. Progressive	Recept.		
\$35	\$45		
Monday	Luncheon		
\$35	\$45		
Monday	Banquet		
\$55	\$65		
Tuesday	Breakfast		
\$20	\$30		

Checks to OWPA/GWSC TOTAL \$ _____

Program Schedule*

Saturday afternoon — 9:30 - 5:00 p.m.
Compliance and Marketing Workshops

Sunday — 9 a.m. – noon

Continuation of marketing themes: upcoming trends on the national wine scene: marketing to millennials; culinary tourism; event marketing; packaging with CVB's

OGWC 2006 Program Highlights

Up to date technical presentations during this two and one half day conference will focus on enology, viticulture and marketing topics presented by nationally recognized speakers.

Enology presentations will focus on the effect of oak and oak aging on wine mouth-feel relating to practical experience in oak management and the use of oak alternatives, barrels and micro-oxygenation procedures in the production of premium table wines along with practical advice on the use of barrels and or oak alternatives.

Topics in **Viticulture** include selecting the right rootstock material for your vineyard in addition to the selection of clean plant material for a healthy and productive vineyard.

Marketing sessions will focus on building 'brands' and utilizing the internet, working with local convention bureaus and more.

Additional topics will include a featured presentation on high – antioxidants in grapes and wine as they relate to the latest research in **health benefits**.

Sunday afternoon — 1:30- 5 p.m.
Technical presentations

Sunday evening — 5:15 p.m. – 7 p.m.
Annual meeting of Ohio Wine Producers Assn.



Sunday Grand Reception
7:30 – 9:30

Exceptional wines produced for warmer regional climates matched with appropriate cuisine

Monday all day — 8:00 a.m.– 5 p.m. Continuation of technical presentations in enology, viticulture and marketing



Monday noon: themed wine luncheon

Monday evening — 7:15 p.m.
Ohio Grape Wine Industry Reception, Banquet, and Hall of Fame presentation

Tuesday morning — 7:00 - 8:00
Concurrent breakfasts for enology, viticulture and marketing: Q and A covering relevant topics

Tuesday morning — 8:30 – noon
Continuation of technical presentations on enology, viticulture and marketing

** DATES AND TIMES ARE APPROXIMATE AND SUBJECT TO CHANGE IN THE FINAL PROGRAM*

Trade Show

Nearly 20 exhibitors will showcase 'vine to glass' items, featuring nearly everything a winegrower will need to plant, grow, produce, market and sell his wines and grapes.

Silent Auction

Dozens of things on 'sale.' Proceeds to benefit the Robert Gottesman fund at the Ohio State University which is committed to the support and growth of the Ohio Grape/Wine Industry.

Hall of Fame Induction

Join the industry in saluting one or more of the grape and wine communities' most distinguished luminaries.

Registration information

**Basic registration includes all Sunday-Tuesday enology, technical and marketing sessions, trade show, refreshment breaks. Monday continental breakfast and Monday evening reception. Seated meals and Saturday marketing seminar require extra registration.*

Early bird good through January 20 only.
Single day registrations available: please call for pricing — 800-227-6972

Featured Speakers

Linda Jones, Michigan Grape and Wine Industry Council, nationally respected wine marketing expert.

Peter Cousins, noted plant geneticist and grape rootstock breeder from Cornell University.

Peter Bell, winemaker at Fox Run Vineyards in the Finger Lakes of New York, wine consultant and adjunct lecturer in Food Science Dept., Cornell University.

James Joseph, Laboratory of Neuroscience USDA-ARS, Boston, MA, one of the country's leading researchers studying the effects of high-antioxidant fruits on neurological function and aging.

Henry Work, Consultant, oak and wine barrel expert formerly with Canton Cooperage, in the cooperage industry for over 25 years.

Jerry Cajka, TTB Field Office #3 serving the Midwest region at the Saturday Workshop.

An addition to several other national and regional wine experts in the fields of viticulture, enology and wine marketing.





February 11 Bonus Wine Marketing and Compliance Workshops

Who should attend?

- **Established wineries not satisfied with their overall marketing efforts on and off site**
- **Newly established wineries and those planning to open in the next year or two**
- **Wineries looking to develop better media relationships regardless of how long they have been in business**
- **All wineries concerned with compliance issues, both in Ohio and with the Federal regulators**

9:30-10:00 a.m. : Coffee and introductions

10:00-10:30 a.m. : Customer service — developing, keeping and building loyal customers

10:30-11:30 a.m. : Grabbing and keeping media's attention

11:30- noon: Special events at your winery: keeping ROI part of the plan

Noon-2 p.m.: Lunch on your own

2:00-3:30 p.m.: Workshop with TTB and ODLC: compliance and other issues critical to your business' future

3:30-3:45 p.m.: Break

3:45-4:45 p.m.: Tasting room techniques to build both immediate and long term sales

Charge for this workshop is \$75 early bird, \$85 standard

And remember to register for a great steak dinner following the workshops at Valley Vineyards 7-9 p.m.; \$35 per person early bird, \$45 standard

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Address panel

Silent Auction to benefit Gottesman Fund at OSU

One of the true luminaries of in the history of the Ohio Grape and Wine Industry was Robert Gottesman. His interest in the wine industry began in 1976 when he acquired Meiers Wine Cellars. By the mid 1980's he added Lonz, Mantey [which was eventually transformed into Firelands Winery] as well as the Mon Ami Historic Winery and Restaurant. But Bob's commitment to the grape and wine community in this state went far beyond just ownership of a couple of wineries. More than any other person, he provided the leadership, vision and ongoing commitment that resulted in the current renaissance within the industry. He was an early and ardent supporter of the OWPA and almost single handedly created the OGIP. Each year at the Short Course, we conduct a silent auction with the proceeds going to an educational fund in his name at the Ohio State University.

Silent Auction Donation Form

Item – name and short description:

Approximate retail value:

Contact person [donor] and
phone or e mail:



Please plan to bring the actual item, a certificate which can be turned in to claim the item, etc. with you to the Short Course – but please send this form back at your earliest convenience so we can have an appropriate display set up to represent your donation. Items for the auction should be checked in at the registration desk at the Short Course. Return form via fax: 440-466-4427 or send the pertinent information to dwinchell@ohiowines.org.

Nominating Form for the 2006 Ohio Wine Hall of Fame

One of the highlights of each Short Course Banquet is the induction of a respected member of our grape and wine community into the Hall of Fame sponsored by the Ohio Wine Producers Association. Please take a few minutes and consider who might be an appropriate candidate and submit that name for consideration by the selection committee.

Nominee's
Name _____

Name and phone number and or e-mail of a relative or associate of nominee who could provide additional background for this nominee.

Affiliation with wine industry (name of winery, vineyard or position in industry related field)

Explain how this person has contributed to the wine industry. Use additional paper as necessary.

Explain how this person contributed to his/her community beyond the wine industry.

In your own words, why should this person be inducted into the OWPA Ohio Wine Hall of Fame?

Name, address, e-mail [if any] and phone number of nominator:

All applications are to be returned via regular mail or e-mail to dwinchell@ohiowines.org or to PO Box 157, Austinburg, Ohio. The OWPA Board, at their December meeting, selected a secret committee of 3 industry members to review the applications and choose the inductee[s] who will be announced at the Short Course Banquet, February 10, 2006 in Wilmington.

DEADLINE FOR ENTRIES IS 1/10/06.